

# THE GLEICHEN CALL

VOLUME XXIX NO. 45

GLEICHEN, ALBERTA, WEDNESDAY JANUARY 20, 1937

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## BLACKFOOT M. D. COUNCILLORS IN REGULAR SESSION

The Blackfoot Municipal Council held the first meeting for 1937 with all councillors present.

Some discussion regarding the leased road allowance at Section 23-21-22 took place. The matter had been talked over at the previous meeting. Councilman Solingen carried a motion as follows: That we consider that we have no further obligation in keeping the road across section 23-21-22 open. Councilman Nelson voted against the motion.

It was decided to have the caterpillar tractor overhauled provided satisfactory arrangements could be made with Wm. McConnell for use of a part of his garage during the cold weather. Mr. Johnson was appointed to do the work.

The triplicate and direct relief orders issued to residents in that portion of the district in the draught area for the month of December was approved.

Messages in connection with fire and fodder was read. The secretary advised the councillors that Mr. Murphy, a federal inspector, had called at the office in this connection the latter part of December. Mr. Murphy was making an investigation in the district.

Councillor Wheatley moved and carried the following motion: That a by-law be prepared under section seven of the Agricultural Relief Advances Act, for \$2,500, for the purchase of a supply of feed and fodder for distribution. That this by-law be held pending the approval of this district or a portion of this district be included in the federal drought area.

## WHEN THINGS GO WRONG

There are times when everything goes wrong such as happened one day last week. From 7 a.m. till 10 p.m. affairs are in a twist. You rise in the morning, and the room is cold with the 50 below weather, a button is off, and breakfast is cold and tough and the stove smokes, you clear out and start down the street naked from head to foot. All day long things are adverse, indignations, petty losses, unpleasantness on the part of somebody. The ink bottle upsets and runs over your correspondence. Some one gives a wrong turn to the damper, and the smoke escapes. An argument is terminated to insure your life, when it is already insured for more than it is worth, and you are afraid some one will knock you on the head to get the price of your policy; but he sticks to you, showing you pictures of Old Time and the how glass of the death's scythe, making it quite certain that you will die before your time unless you take out papers in his company. Besides you have a cold in your head, and a grain of dirt in your eye, and you are a walking uneasiness. The day is out of joint and no surgeon can set it. The probability is that if you would look at the weathervane you would find that the wind is from the north west and you might remember you have lost much sleep lately. It might happen to be that you are out of joint instead of the day. Be careful and not write many letters while you are in that irritable mood. You will pen some things in the way of criticism or fault finding that you will be sorry for afterward. Let us remember that these spiced nettles of life are part of our discipline. Life would get nauseating if it were all honey. The table would be poorly set that had on it nothing but treacle. We need a little vinegar, mustard, pepper and horse-radish that brings the tears even when we do not feel pained. If this world were all smoothness we should never be ready for emigration to a higher job. Elustering March and sleeping April prepare us for shining May. Instead of tying fast to the cold mountains, we had better warm up and hasten on toward the speed inn, where our good friends are looking out of the window watching to see us come up.

It is a strange fact that there are always some who, no matter where they are or where they go, they always try to make it unpleasant for others. If you are on the street you must listen to their remarks, if in a

## WITH THE BOYS OF THE PEE WEE HOCKEY LEAGUE

Cold weather last week caused postponement of all Pee Wee games. The first half of the schedule should have been finished Saturday, but at this writing there are still three games to play. In all of them the Americans are involved; two games with the Canadians and the other with the Leafs. It is hoped to get these games cleared up this week so that the second half of the schedule can be played. At the present time the Leafs are sitting on top with 7 points to their credit; next the Red Wings 4 points; Canadians 4 points, last the Americans with three games played have only 1 point. The Americans are just itching to get going and fee confident they will not occupy the bottom position when the shooting dies down.

The Pee Wee always put up a ding-ding battle, have plenty of pep, its of speed and each team is out to win it is easy to see they are improving with every game played. All players are inclined to bunch up too much instead of staying on their own side of the ice.

Next Saturday afternoon a Pee Wee team from Arrowwood is billed to play a local team at the arena at 2 p.m. This game is for players 12 years of age and under. Two players from each team will be selected to oppose the visitors. If a all possible a return game will be played at Arrowwood the following Saturday. Principle Miller of the Arrowwood school will be in charge of the visiting squad.

## WOMEN RECEIVE 80 PER CENT. LIFE INSURANCE BENEFITS

The women of Canada are the beneficiaries of over 80 per cent of all life insurance estates. Of over \$40,000,000 paid out in death claims last year by life insurance companies operating in Canada, \$32,000,000 went to the women of Canada to tide them and their families over periods of financial distress. It provides a means to meet pressing obligations during the difficult readjustment period. It supplied funds for food, clothing, shelter and other necessities of life. It provided money to pay interest or to meet mortgage payments and it gave thousands of families a certain measure of financial security against the future. Legislation that secures the security of life insurance investments—that arbitrarily reduces interest rates on securities and that repudiates public or private debt—is of vital interest to the women of Canada.

If one were endeavoring to advertise a newspaper and secure subscriptions, we would make use of the fact that every newspaper pays its own way into the subscriber's home and really costs him nothing. The point is that it returns him more dollars and cents than he pays for it. We cannot imagine a publication so worthless than some item of information in some arguable advertised or some service performed is not worth more to the subscriber in real money than the cost of his subscription. Almost every newspaper puts money into the pockets of non-subscribers. This is continuously the case when the newspaper leads or supports any movement which brings trade to the town in which it is published. It is the case when the newspaper hammers a local improvement—the spending of a dollar or two may grow in its place tomorrow. The weekly newspaper at two dollars a year costs the subscriber four cents an issue. We defy anyone to point out where the subscriber can spend four cents and get an equal amount of pleasure and value. Four cents will not buy much of anything else, but it will buy the week's news of the community and supply other information and service that is likely to be worth many dollars to the reader. No other institution in the world expects so little and returns so much as does the weekly newspaper.

place of amusement, then you must put up with the annoyance of their brilliant thoughts delivered while carrying a pretended jag. We imagine that our readers have met all this genial and with us will say they are about as great nuisances as ever clothed in flesh and endowed with the spark called life.

## W. A. ST. ANDREW'S CELEBRATE 30TH ANNIVERSARY

January 1937 marks the 30th anniversary of W. A. St. Andrew's branch. Mrs. T. H. Bea opened her home for the meeting on Thursday, January 14th. Reports of the year's work were read, including an account of the Junior Branch given by Mrs. Deshayes, its superintendent.

The election of officers for 1937 resulted as follows: Hon. Pres., Mrs. A. E. Jones. Hon. Vice-Pres., Mrs. C. W. Wiley. President, Mrs. J. E. Ostrander. Vice-President, Mrs. A. F. MacCallum. Secretary, Mrs. S. E. Dafos. Treasurer, Mrs. J. F. Gorrill. Junior Superintendent, Mrs. P. Deshayes. Dorcas Secretary, Mrs. J. A. Downie.

Lunch Convenor, Mrs. Bussy. Flower and visiting committee, Mrs. Phillips, and Mrs. Beach. Delegates to Diocesan Convention in Calgary, Mrs. MacCallum and Mrs. Downie.

At the close of the meeting a dainty lunch was served, the table being centred by a candle lit birthday cake. It was the wish of those present to extend greetings to those members of other years, and we take this opportunity of wishing you all much happiness in his new year.

## T. W. SNOWDEN OLD TIMER HERE DIED MONDAY

T. W. Snowden, an old timer of the district, died early Monday morning in Eventide Home at the age of 73 years. Mr. Snowden was born in England and came to Cluny in 1891 where for some years he was section foreman on the C.P.R. In 1900 he left the C.P.R. and took up a homestead north of Cluny on Crowfoot Creek, which he called Willow Grove Farm. He lived there until November of last year at which time he and Mrs. Snowden moved into Gleichen. His health had not been very good for the past five years and shortly after moving into town entered the hospital at the Home. Mr. Snowden was a member of the Gleichen Old Timer's Association. He is survived by his widow, one daughter at Kelowna, B.C., and two sons, one living in Prince George and the other in California. The funeral will take place Thursday afternoon at 2:30 from St. Andrew's Church.

## EXPECT PROVINCE TO DRAFT ROAD SURFACING PLANS

Confident of a substantial hard surfacing program being adopted in Alberta this year has been expressed in various quarters. When the estimates of the provincial department of public works are brought down at the forthcoming session of the house, it is believed that there will be provision for hard surfacing of stretches of the main tourist route.

Pioneers in the fight for hard surfaced roads, officials of the Alberta Motor Association point out that the growing volume of motor travel through Alberta warrants the adoption of hard surfacing on a greatly expanded scale.

Even if so more than 100 miles of the main highways are rebuilt and given hard surfacing, it will be a step in the right direction. It also is a demonstration of the department's belief that this type of work is essential.

Long has Alberta listened to the claim that U. S. tourists, after having travelled over fine highways, turn back rather than expose their cars to the hazards of motoring over some of the highways in this province. All these reports can be met and disposed of by Alberta taking the initiative and boldly announcing that under a five-year road improvement program, a substantial part will be completed this year in the opinion of A.M.A. officials.

Great love of western Canada is the national parks in Alberta. Given good highways, tourists will pour in and the province will benefit through increased return from gasoline tax for instance, while private business will cash in on the greater volume of sales.

## MUSICAL FESTIVAL ASSOCIATION TO MEET FRIDAY

There will be an important meeting of the Gleichen Musical Festival Association on Friday evening next January 22nd, at 8 o'clock in the dining room of the Community Hall. All members of the Association and anyone interested are requested to attend this meeting.

## THE WORLD OF WHEAT

By H. G. L. Strange Director of "Crop Testing Plan."

Dr. William Saunders was a horticulturist; his son, Dr. Percy Saunders was a professor of chemistry. Another son, Dr. C. W. Saunders (now Sir Charles) was a scientist, an instructor in music and voice culture, and a masterly player on the flute.

Out of the genius contained in these remarkable personalities came Marquis wheat, which, during the past twenty five years, has been seeded probably on a larger acreage than any other shying wheat variety known.

Dr. William conceived the need for an earlier variety than Red Fife. He imported breeding stocks from many parts of the world. Dr. Percy, in 1892, made the crosses of Red Fife and Hard Red Calcutta, and Dr. Charles, in 1904, made the final selections which resulted in Marquis.

Dr. L. H. Newman, in 1912, selected for Dr. Seager Wheeler at Rosthern, Sask., an improved Marquis which, multiplied under Seager Wheeler's skilful eyes and hands, became the famous 10-B strain, from which springs probably 90 per cent of all registered Marquis.

Marquis once occupied about 90 per cent of wheat acreage of Western Canada. Today it still occupies nearly 60 per cent. It is still the "King of Wheats," and should be seeded in preference to any other variety wherever it gives satisfactory returns.

Following factors have tended to raise prices:

Britain contemplates building up reserve wheat stocks. U. S. farm stocks of wheat and corn on January 1st smallest in eleven years. German government demands increased grain deliveries and prohibits wheat and rye feeding to livestock. Italy Greece, Holland and Germany have bought large quantities Argentina wheat.

Following factors have tended to lower prices:

Clear weather in Argentina favors movement of small grains and promotes growth of corn. Australian weather favors crop movement. Plan under consideration to increase British production.

This advertisement is not inserted by the Alta. Liquor Control Board, or by the Govt. of the Province of Alberta.

ish grown wheat. Large Argentine shipments ensure English millers of sufficient wheat for a considerable period.

## ST. ANDREW'S CHURCH

Morning Prayer and Sermon will be held in St. Andrew's Church at 11

a.m. on Sunday January 24th. REV. C. WILEY, M.A. (Incumbent.)

N. G. Cary who for several years published the Arrowwood Resource, moved his plant to Bassano and is now publishing the Bassano Recorder.

A Man's Drink

# Calgary Dry

The West's Finest Ginger Ale

Straight or Blended

A PRODUCT OF THE CALGARY BREWING & MALTING CO., LTD.





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## LADIES: Here's Extra Specials for One Week Only

ENGLISH FANCY CHINA CUPS AND SAUCERS	
Reg. 75c line Extra Special 2 for	98c
Reg. 50c line Extra Special 2 for	73c
FANCY CHINA CAKE PLATES	
Reg. 35c line Extra Special each	27c
BERRY SETS. (BOWL AND 6 NAPPIES)	
Reg. 65c line Extra Special set	49c
ENGLISH CHINA, 3 COMPARTMENT DISHES	
Reg. \$1.35 Extra Special each	98c

Here's a chance to let our loss be your gain. Stock up now.

## The "Big Interests" In Life Insurance

*Are the Policyholders and Beneficiaries*

IN Life Insurance, the "Big Interests" are the millions of Canadian policyholders and beneficiaries—men, women and children who share in the protection made possible by individual thrift and foresight.

The concern of those who act on behalf of these policyholders and beneficiaries is to safeguard their interests. Their accumulated savings, amounting to more than two billion dollars, must be invested wisely to obtain the greatest yield consistent with safety. Every promise made in Life Insurance policies must be fulfilled completely and promptly.

Canadian policyholders may feel justly proud of the wise and careful administration of their trust funds. Even in the darkest days of the depression, their companies met every obligation promptly and fully—bringing financial security to thousands of Canadian homes.

There is added satisfaction in the fact that the investment of Life Insurance funds has helped to build Canadian homes, schools and hospitals—and develop agriculture, industries and public utilities. Thus, the whole Dominion benefits from Life Insurance.

In the future, as in the past, Canadian policyholders and beneficiaries must always be the "Big Interests" of Life Insurance.

## Life Insurance



Guardian of

Canadian Homes

For Counter  
Sales Books  
See us  
The Gleichen  
Call

## Town & District

During the hockey game Thursday evening the blowing of the fire whistle emptied the arena in short order. It was a bitter cold night and the alarm caused considerable excitement for a few minutes. Soon it was learned that a can of oil had taken fire in the Texaco filling station and was extinguished in short order before any damage was done. The excitement over the crowd hurried back to the arena.

The Gunners head the league by winning four straight games. Two from St. Andrew and two from Arrowwood. The last game was played Saturday night at Arrowwood. The score being 6-13.

On Monday, January 25th, the annual Parishioners' meeting of St. Andrew's Church will meet in the Great War Veterans Hall at 7 p.m. Members and friends of the church are specially requested to be present at this meeting, when the various church organizations will present their reports and the election of officers for 1937 will take place. Rev. C. W. Wiley, M.A., Incumbent of the Church will be present and take charge of this meeting.

Mr. and Mrs. Don Swain and family moved to Calgary last week, where they will reside in future. Mr. Swain has been connected with the C.P.R. staff here for many years and his removal to Calgary means a promotion for him. Don was a great follower of sports and when he could always attend any sports that was taking place. He was a great booster for rugby and had a lot to do with getting the game started here in the fall. As a rugby referee his services were in great demand. The fans and The Call will miss his comments under the heading of "Sportlets". Here's wishing Don success in his new position.

### GLEICHEN UNITED CHURCH

Rev. J. N. Wilkinson, Minister.  
Mrs. M. Birch, choir leader.  
Miss Jean Farquharson, pianist.  
11 a.m. Church School.  
7:30 p.m. Devine Worship. Subject: "Religious Education and Evangelization."

In any effective forward movement such as the church has accepted a foremost place must be given to religious education and religious education requires the co-operation of home, church and Sunday school and all other agencies having the same end in view.

This will be a special message for parents, Sunday school teachers and other workers as our Sunday school are reorganized again for another year's work.

For boys and girls there will be a talk about "ballies."

### TOWN AUTHORITIES STUDY FACILITIES FOR AUTO CAMP

With a season of greatly increased tourist traffic about to open, the question of auto camp accommodation is perplexing municipal authorities in some parts of Alberta.

Officials of the Alberta Motor Association for some time have been drawing attention to the great need of proper camp facilities. They have shown that steps should have been taken long ago to prepare for the flood of tourists, the beginnings of which are on the cards for 1937.

Taking Edmonton as an outstanding example of a centre that has been preparing for the motor tourist rush, one finds that it is hoped to spend about \$18,000 on auto camp improvements in the next 12 or 18 months.

Camp accommodation at the capital city was taxed at intervals during the past year. During the past season this camp had a revenue of \$3,250 which after making some improvements, there was a net profit of \$500. Towns and smaller cities located on main highways should act now to build up their camps if they want to attract a flow of visitors, it is claimed.

When a good camp is available, thousands of dollars are spent by tourists in the community which the camp is designed to serve.

The dollars spent in improving and modernizing the auto camp will be returned to the community threefold, possibly more. When tourists plan their summer tours, let them feel that their camping needs will be supplied in comfort and with modern facilities in Alberta.

Bring or send the news to this office. We are always glad to have our subscribers send in or bring us news. If each one of list of readers would give us an item each week what a grand local paper we would have. Send in anything but politics and we shall be thankful.

MYRNA LOY

### "WHIPSAW"

Here she is, Lovely Myrna Loy laughing, loving and wise-cracking again as she kisses a stranger and romps away on quite the maddest, merriest romantic escapade you've ever seen!

ATURDAY: Matinee at 3 p.m. and evening shows at 7:30 and 9:15  
GLEICHEN COMMUNITY HALL

### PERMANENTS

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THE PERFECT WAVE  
Given by  
MR. REA and MISS CROW  
of  
THE MARLBOROUGH BEAUTY SHOPPE  
Calgary  
AT MEN/RS'S SHOPPE  
GLEICHEN  
FIRST THURSDAY OF EACH MONTH

Instead of waiting that weekly letter to distant friends, why not have The Call tell you the news of the district. Save yourself the trouble of worrying over what to say each week by subscribing for a whole year.

### LUKE'S LAUNDRY

LAUNDRY WORK. CLEANING AND PRESSING. REPAIRING DRY CLEANING A SPECIALTY

### BARCAIN CENT-A-MILE TRIP to CALGARY

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\$1.05  
Low fares from other stations

GOOD GOING  
JANUARY 29-30  
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Think what this wonderful offer will mean in enjoyment throughout the whole year for yourself and your family. Magazines of your own choice and this newspaper, packed with stories, timely articles, helpful departments and colorful illustrations. Now is your chance.

### GROUP 1 SELECT ONE MAGAZINE

- ☐ Opportunity Magazine - 1 yr.
- ☐ National Home Monthly 1 yr.
- ☐ Canadian Magazine - 1 yr.
- ☐ Near Today's World - 3 mcs.
- ☐ Pictorial Review - 1 yr.
- ☐ Silver Screen - 1 yr.
- ☐ American Boy - 1 yr.
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- ☐ Can. Horticulture and Home Magazine - 1 yr.

### GROUP 2 SELECT ONE MAGAZINE

- ☐ Liberty Mag. (32 issues) 1 yr.
- ☐ Judge - 1 yr.
- ☐ Parents' Magazine - 1 yr.
- ☐ True Story - 1 yr.
- ☐ Screenland - 1 yr.
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### TAKE YOUR CHOICE!

\$ ALL FOR 3.00

OFFER NO. 1  
One magazine from group 1 AND One magazine from group 2 and this newspaper

OFFER NO. 2  
Three magazines from group 1 and this newspaper

### USE THIS ORDER BLANK

Please clip list of Magazines after checking Publications desired. Fill out coupon carefully.

Gentlemen: I enclose \$..... Please send me the magazines checked with a year's subscription to your newspaper.

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